

ABSTRACT OF THE DISCLOSURE

An image capturing apparatus that is capable of loading a plurality of memory media that includes a plurality of medium wearable units where a respective memory medium is loaded detachably; a medium selector for selecting from said plurality of medium wearable units a write-execution medium wearable unit that should execute writing of data; and a selection controller for controlling said medium selector, said selection controller having an automatic selection controller for selecting said write-execution medium wearable unit according to a predetermined automatic selection basis that reflects a user's medium selection trait.